

JOB DESCRIPTION

City of Kerrville, Texas

Effective Date: March 2016

Position Title:

HR Control #: 104-E01

SPECIAL PROJECTS MANAGER

Department	Administration	Pay Grade	31
Division	Administration	FLSA Classification	Exempt
Immediate Supervisor	City Manager	Employment Status	Full Time

Job Summary:

Under the direction of the City Manager, this position is assigned special projects as directed by the City Manager's Office and is responsible for overall communication with citizens and coordinating public relation programs designed to create and maintain a favorable public image for the City. Performs media and community information responsibilities for the City Manager's Office, City Council, and other departments including preparation of and writing City publications, website management, public speaking, and written communications.

Disclaimer: The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents within this job. It is not designed to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications and working conditions required of employees assigned to this job. Management has sole discretion to add or modify duties of the job and to designate other functions as essential at any time. This job description is not an employment agreement or contract.

Principle Duties and Responsibilities:

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

- 1) Manages special projects as directed by the City Manager.
- 2) Provides premier customer service to internal and external customers by responding to requests in a timely and professional manner. Communicates organizational goals to public, media, organizations, and all levels of government.
- 3) Provides leadership and direction for marketing campaigns; develops and monitors citizen surveys and communications for effectiveness; prepares submissions for program recognition and publication.
- 4) Develops communications programs utilizing telecommunications, multimedia, and print techniques. Develops and coordinates publications, presentations, scripts, correspondence, and informational packets.
- 5) Manages all media related activities to include maintaining positive relationships with media, issuing media releases and coordinating media events.
- 6) Responsible for website management, including all information placed on the Internet site, and the coordination of writing and editing material so it is placed on the site in a timely manner.
- 7) Responsible for the coordination of all external communication. Writes and/or edits city publications including newsletters, brochures, flyers, reports and any other city communication pieces, (Mayor's newsletter, employee publication, recycling/trash information, water bills, and Community Service events).
- 8) Researches new technology for use in communications activities.

- 9) Perform research for budget documents, compiles data for computer entry; enters or oversees data entry. Has responsibility for monitoring budget expenditures (typically non-discretionary expenditures) for a work unit of less than department size, i.e. programs, projects or small organizational units.
- 10) Recommendations and suggestions are given regarding policy development and implementation. Evaluates customer satisfaction, develops cooperative associations, and utilizes resources to continuously improve customer satisfaction.
- 11) Performs other duties as may be assigned.

Required Knowledge, Skills and Abilities:

- Knowledge of planning and coordinating events.
- Knowledge of website development and maintenance.
- Knowledge of marketing, public relations, and website design.
- Working knowledge of Publisher, PowerPoint, Excel, and Word.
- Excellent marketing, public relations and interpersonal skills.
- Strong volunteer recruitment and management skills.
- Receives limited directions. The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. The assignment may be reviewed upon completion. Performance is reviewed periodically.
- Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
- Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
- Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
- Ability to direct helpers, assistants, seasonal employees, interns, or temporary employees.
- Ability to maintain a professional appearance at all times.
- Ability to communicate effectively, verbally and in writing.
- Ability to prepare and conduct effective presentations.
- Ability to develop and maintain strong relationships within the community.
- Ability to handle stressful situations regarding human relations.
- Ability to maintain regular and predictable attendance.

Machines, Tools, Equipment and Work Aids Experience

Computer, Scanner, PDA, Smart Phone, Copier, Fax Machine, Telephone, CD Player, Calculator, Digital Camera, Audio / Visual Camera Equipment for broadcasting meetings and events.

Education, Certification and Experience Required:

- Possession of a Bachelor's degree in a related professional or technical field required.
- Master's Degree preferred.
- At least five years of media, marketing and/or public relations experience required.
- Any combination of education and experience may be considered as a substitute for a degree or years of experience.
- Possession of a valid Texas Class C Driver's License.

Physical and Environmental Conditions:

Duties are generally performed in an office setting. Some light work requiring occasional lifting and carrying objects up to 50 pounds. Must be able to sit or stand for long periods of time. Work may also require stooping, kneeling, crouching, bending, standing, walking, pushing, and pulling. Driving is also a requirement of this position.

Special Requirements:

Must be able to work some holidays, weekends, or after hours for special events, meetings or during emergency situations.

Signature/Approval:

I hereby acknowledge review and understanding of this job description and can perform the duties of this position:

☐ with a reasonable accommodation

☐ without a reasonable accommodation

Printed Name of Employee

Signature of Employee

Date

City Manager

Signature of City Manager

Date